

ORDER



Orders	Order / Rev:	103575
	Alt Order #:	06829900
	Product Desc:	HELLER FOR SENATE
	Estimate:	
	Flight Dates:	08/29/12 - 09/04/12
	Original Date / Rev:	06/26/12 / 07/18/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Strategic Media Services, Inc.</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>3299 K St. NW</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller, Dean for U.S. Senate ✓ <i>Re</i>
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	50	\$37,100.00	\$31,535.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	50	\$37,100.00	\$31,535.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCrae	North America	North America	Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share

KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

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Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F	5-6a WakeUp w/WagM		5-6a		--WTF--	:30	3	\$400.001	0.00	NM		3	\$1,200.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 --WTF-- 3 \$400.00 0.00																	
E 2	KSNV	09/03/12	09/04/12	M-F	5-6a WakeUp w/WagM		5-6a		MT-----	:30	2	\$400.001	0.00	NM		2	\$800.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 MT----- 2 \$400.00 0.00																	
E 3	KSNV	08/29/12	08/29/12	M-F	6-7a WakeUp w/WagM		6-7a		--W-----	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 --W----- 1 \$700.00 0.00																	
E 4	KSNV	09/03/12	09/03/12	M-F	6-7a WakeUp w/WagM		6-7a		M-----	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 M----- 1 \$700.00 0.00																	
E 5	KSNV	09/04/12	09/04/12	Today Show		CM	658a-9am		-T-----	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 -T----- 1 \$1,400.00 0.00																	
E 6	KSNV	08/30/12	08/30/12	Today Show		CM	658a-9am		---T----	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 ---T--- 1 \$1,400.00 0.00																	
E 7	KSNV	08/29/12	08/31/12	M-F	Today Show II 3rd H	M	9-10a		--W-F---	:30	2	\$500.001	0.00	NM		2	\$1,000.00
TODAY SHOW II																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 --W-F--- 2 \$500.00 0.00																	
E 8	KSNV	09/04/12	09/04/12	M-F	Today Show II 3rd H	M	9-10a		-T-----	:30	1	\$500.001	0.00	NM		1	\$500.00
TODAY SHOW II																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 -T----- 1 \$500.00 0.00																	
E 9	KSNV	09/03/12	09/04/12	M-F	Today Show II 4th H	M	10am-11am		-T-----	:30	2	\$325.001	0.00	NM		2	\$650.00
TODAY SHOW III																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 -T----- 2 \$325.00 0.00																	
E 10	KSNV	08/29/12	08/31/12	M-F	Today Show III 4th H	M	10am-11am		--WTF--	:30	3	\$325.001	0.00	NM		3	\$975.00
TODAY SHOW III																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 --WTF-- 3 \$325.00 0.00																	
E 11	KSNV	08/30/12	08/31/12	Noon News		CM	12-1230pm		---TF--	:30	2	\$425.001	0.00	NM		2	\$850.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 ---TF-- 2 \$425.00 0.00																	
E 12	KSNV	09/03/12	09/04/12	Noon News		CM	12-1230pm		-T-----	:30	1	\$425.001	0.00	NM		1	\$425.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 -T----- 1 \$425.00 0.00																	
E 13	KSNV	09/03/12	09/04/12			CM	5-630p		MT-----	:30	4	\$1,000.001	0.00	NM		4	\$4,000.00

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Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F Early News										
				M-F Early News										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/03/12	09/09/12	MT-----		4	\$1,000.00		0.00					
E 14	KSNV	08/29/12	08/31/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,000.001	0.00	NM	6	\$6,000.00
				M-F Early News										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/27/12	09/02/12	--WTF--		6	\$1,000.00		0.00					
E 15	KSNV	08/29/12	08/31/12	M-F Wheel	CM	7-730pm	--WTF--	:30	3	\$1,000.001	0.00	NM	3	\$3,000.00
				M-F Wheel of Fortune										
				WHEEL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/27/12	09/02/12	--WTF--		3	\$1,000.00		0.00					
E 16	KSNV	09/03/12	09/04/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$1,000.001	0.00	NM	2	\$2,000.00
				M-F Wheel of Fortune										
				WHEEL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/03/12	09/09/12	MT-----		2	\$1,000.00		0.00					
E 17	KSNV	09/03/12	09/04/12	Face to Face w/ Ralston	CM	730-758pm	MT-----	:30	2	\$800.001	0.00	NM	2	\$1,600.00
				Face to Face w/ J.Ralston										
				FACE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/03/12	09/09/12	MT-----		2	\$800.00		0.00					
E 18	KSNV	08/29/12	08/31/12	Face to Face w/ Ralston	CM	730-758pm	--WTF--	:30	3	\$800.001	0.00	NM	3	\$2,400.00
				Face to Face w/ J.Ralston										
				FACE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/27/12	09/02/12	--WTF--		3	\$800.00		0.00					
E 19	KSNV	08/30/12	08/30/12	M-F News 3 at Eleven	CM	11pm-1135pm	--T----	:30	1	\$1,100.001	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/27/12	09/02/12	--T---		1	\$1,100.00		0.00					
E 20	KSNV	09/03/12	09/03/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.001	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 09/03/12	09/09/12	M-----		1	\$1,100.00		0.00					
E 21	KSNV	09/01/12	09/02/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.001	0.00	NM	2	\$2,200.00
				Sa-Su News 3 at Eleven										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/27/12	09/02/12	-----SS		2	\$1,100.00		0.00					
E 22	KSNV	09/01/12	09/01/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.001	0.00	NM	1	\$350.00
				News 3 Sunrise SATURDAY										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/27/12	09/02/12	-----S-		1	\$350.00		0.00					
E 23	KSNV	09/01/12	09/02/12	Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.001	0.00	NM	2	\$1,300.00
				Sa-Su Early News										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/27/12	09/02/12	-----SS		2	\$650.00		0.00					
E 24	KSNV	09/02/12	09/02/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.001	0.00	NM	1	\$625.00
				Sunday Today										
				SUN TODAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/27/12	09/02/12	-----S		1	\$625.00		0.00					
E 25	KSNV	09/02/12	09/02/12	CM	Sun 1135p-1200a	-----S	:30	1	\$400.001	0.00	NM	1	\$400.00	

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Estimate: